



From A Raw Prototype To Big Box Revenues Jack Terrazas

With over 35 years' of experience producing and orchestrating the strategic, marketing, sales and business plans for both \$100M+ companies and start-ups, Jack is going to demonstrate how he launched, in his words, a "Rube Goldberg" prototype, into one of the most innovative products in the home improvement industry, while raising over \$450,000 along the way.

Capitalizing on his vast array of engineering, manufacturing, IP, sales and buyer relationships, Jack will explain how proving commercial viability is the first objective any start-up needs to establish. He will then discuss how developing a 2nd gen model lead the way into a \$1.5M offer.

Having enjoyed the opportunity of working with some of the finest executives out of Texas Instruments, Black & Decker, GE, Phillips Norelco and other Fortune 500 companies, Jack developed a strong aptitude for effectively positioning a product's perception within the minds of both consumers and buyers, regardless of channel. Results: over \$300 million in new product introductions at Home Depot, Lowe's, Wal-Mart, Target, Costco, Sam's and dozens of other retail chains.

From napkin sketch to Big Box presentations, Jack will touch on the entire pre-market entry process of concept refinement, market research, patent filings, R&D, manufacturing, quality assurance and logistics. Then as the business model takes form, he will walk through the key facets of the marketing mix including pricing, forecasting, branding, packaging design, in-store merchandising and other marketing communication requirements. Once these fundamentals are established, he will explain why sales is simply the execution of a sound marketing plan.

And finally, Jack will present the 10 factors investors look for.

To get a heads up on DrySafer, the product Jack will be relating to, see www.drysafer.com.

Also, please take this opportunity to pay your annual dues (\$25/\$95 Corporate), thanks!

Wednesday, November 11, 2015

5:30-6:30 Networking 6:30-8:00 PM - Presentation

San Antonio Technology Center

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited



Alamo Inventors, a Special Interest Group (SIG) of Technology Connexus Association, is a non-profit organization made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

www.alamoinventors.org

